



KATELYN RHO

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/ www.katelyn-rho.com

EDUCATION

University of Southern California

/ Sept 2016 - May 2020 /

Roski School of Art and Design

B.A. in Graphic Design

Minor in Web Technologies & Applications

EXPERIENCE

Lululemon - myDay

/ May 2023 – June 2024 /

UX Designer

Led the strategy, design, and research for the myDay app, a tool designed to streamline and enhance the daily workflow of Lululemon employees. Conducted user research, designed prototypes, and implemented strategic improvements to optimize user experience and productivity.

Amazon - PXT A to Z

/ Oct 2021 – Apr 2023 /

UX Designer

Led an end-to-end design experience for the A to Z app called Shout-Outs, aimed at delivering high-impact features and bridging the community gap for our Amazon warehouse associates.

Amazon - PARS Talent Development

/ Aug 2020 – Oct 2021 /

Product Designer & Web Developer

Evaluated the effectiveness of talent products through usability studies, customer feedback, user analytics, and AWS services. Designed wireframes, information architecture, and prototypes for our existing and upcoming LMS's Manage to further optimize the customer experience.

Sony Pictures Entertainment

/ May 2019 – Aug 2020 /

UI UX Designer

Designed iOS, Android, and Web wireframes and prototypes for DAM, Screening, and Metadata B2B products using Sketch and InVision. Collaborated with full stack developers and senior designers to strategize new user stories and conduct user testing.

LEADERSHIP

American Institute of Graphic Arts USC

/ Aug 2018 – Dec 2020 /

President

Initiated the launch of 'Design Cafe' and studio tours, which led to the success of 60+ speaker events and 30+ tours for members. Directed all social media collateral and promotional designs for professional AIGA LA events. Onboarded and governed 60+ members and elected board officials.

Swaddles for Sweethearts Foundation

/ Sept 2011 – Dec 2020 /

Founder & President

Established nationally-recognized and government-registered non-profit organization that has donated and delivered 30,000+ blankets to premature babies in NICU centers located in New York and California hospitals, Korean orphanages, and Thailand rescue shelters.

SKILLS

Design: Figma, Adobe Suite, Sketch

Programming Languages: HTML, CSS, Java, JavaScript, PHP, SQL, Python

Languages: English, Korean

Software Methodologies: Agile, Scrum, GitHub, Jira

ACCOMPLISHMENTS

Phi Beta Kappa Society

/ 2016 – 2020 /

Alpha Lambda Delta Honor Society

/ 2016 – 2020 /

Ronald Bloom Art Scholarship

/ 2017 – 2020 /

OC Register Artist of the Year

/ 2016 /

National Vans Shoe Competition

/ 2016 – 2017 /